



# EDM Council Women Data Professionals

EDM Council Women Data Professionals presents:

## Balancing the Demand for AI with ROI in Latin America

Tuesday, December 5, 2023

Find us on

**EDMConnect**

The **online** community for EDM professionals



## Co-Chairs for EDMC WDP



**Marla Dans**

- Head of Data Management and Governance at Chicago Trading Company



**Dessa Glasser**

- Principal, Data Advisory & Analytics, FRG
- Independent Board Member at Oppenheimer & Co.
- GLEIF, Advisory Board, Xoriant



**Andrea Ianniello**

- Board Member at Genesvs Works
- Former President & Chief Commercial Officer for LMRKT

## Mission

**Provide support for and promote women in the data field and assist in their development and promotion to more senior roles**

- Access to educational material
- Both women and men to exchange ideas, and network
- Highlight and celebrate the accomplishments of women in the data field
- Provide a calendar and information on upcoming events of interest

## Highlights

- Founded July 26<sup>th</sup>, 2019
- Global Leads and Committees
- 2,500+ members
- Active LinkedIn Group and EDMConnect content page
- Global webinar events coordination

# Today's speakers

Moderator



**Yeimi Gonzalez**

Data Strategy Consultant  
Financial Risk Group



**Agustina Garcia  
Hernandez**

CDO  
Anheuser-Busch InBev



**Marilu Lopez**

CEO  
SEGDA



**Alberto Vicente**

Senior Director of Data  
Strategy & Analytics  
Solutions  
Globant



**Andrea Craig**

Principal Data & Analytics  
Practice Leader  
BairesDev

# Join the EDMC Women Data Professionals – open to all



The screenshot shows the EDM Council website header with navigation links: Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. Below the header, the page title is "Women Data Professionals" under the category "GROUPS & LEADERSHIP FORUMS". The main content area features the heading "Advancing the Role of Women in Data Management" and a "Join the Women Data Professionals Forum" button.

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GROUPS & LEADERSHIP FORUMS

## Women Data Professionals

### Advancing the Role of Women in Data Management

Welcome to EDM Council's *Women Data Professionals Forum*. Both our members and guests are invited to participate in this open interest group.

We are excited about this initiative to advance women in our profession and build an active and effective community.

**Our mission**

The mission of the Women Data Professionals group is to provide support for and promote women in the field of data and assist in their development and promotion to more senior roles.

**Join the Women Data Professionals Forum**

ALL are welcome to join and participate – women and men alike.

[Join now](#)



[edmcouncil.org/women-data-professionals/](https://edmcouncil.org/women-data-professionals/)

**Women Data Professionals**  
*Advancing the role of women in data management*